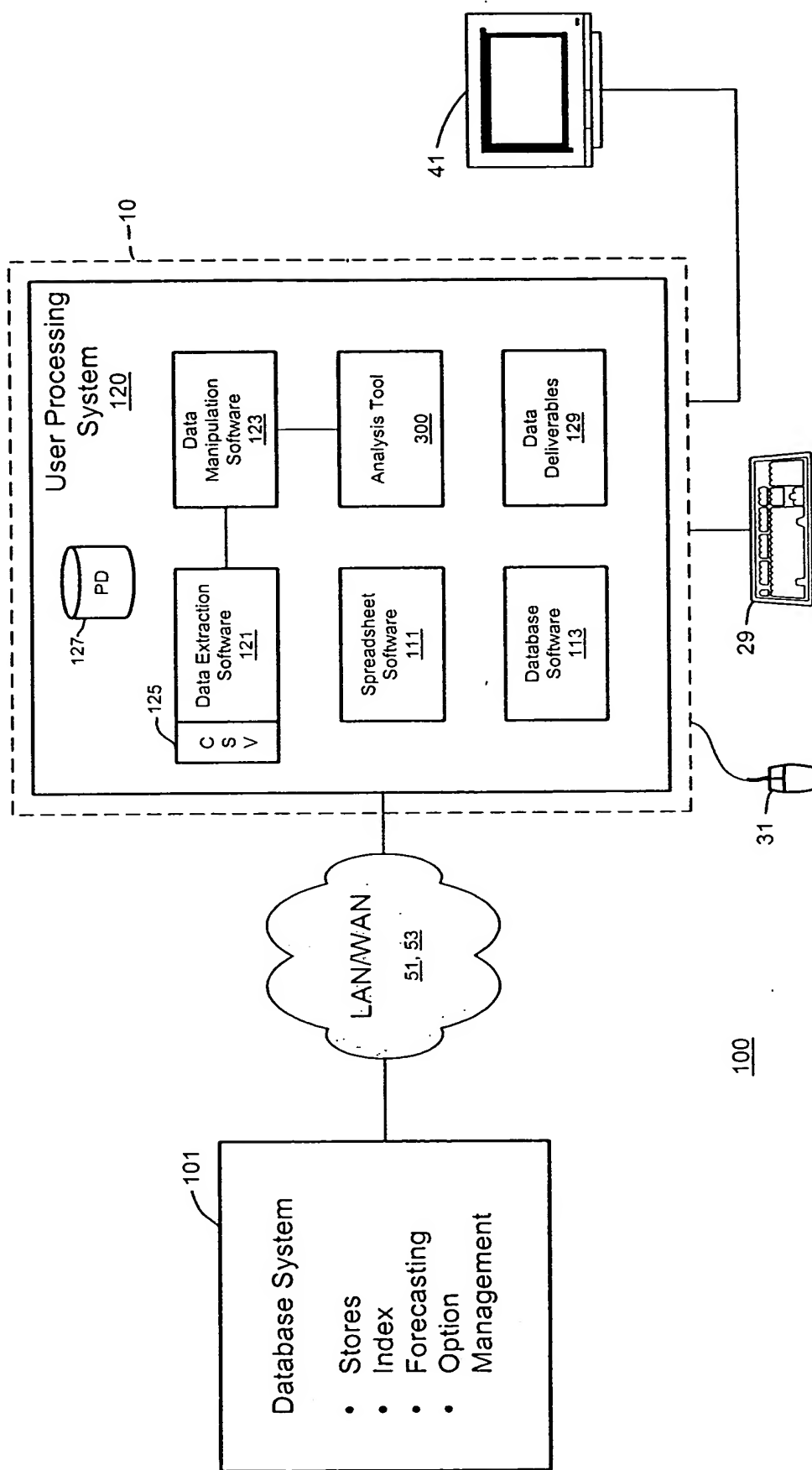


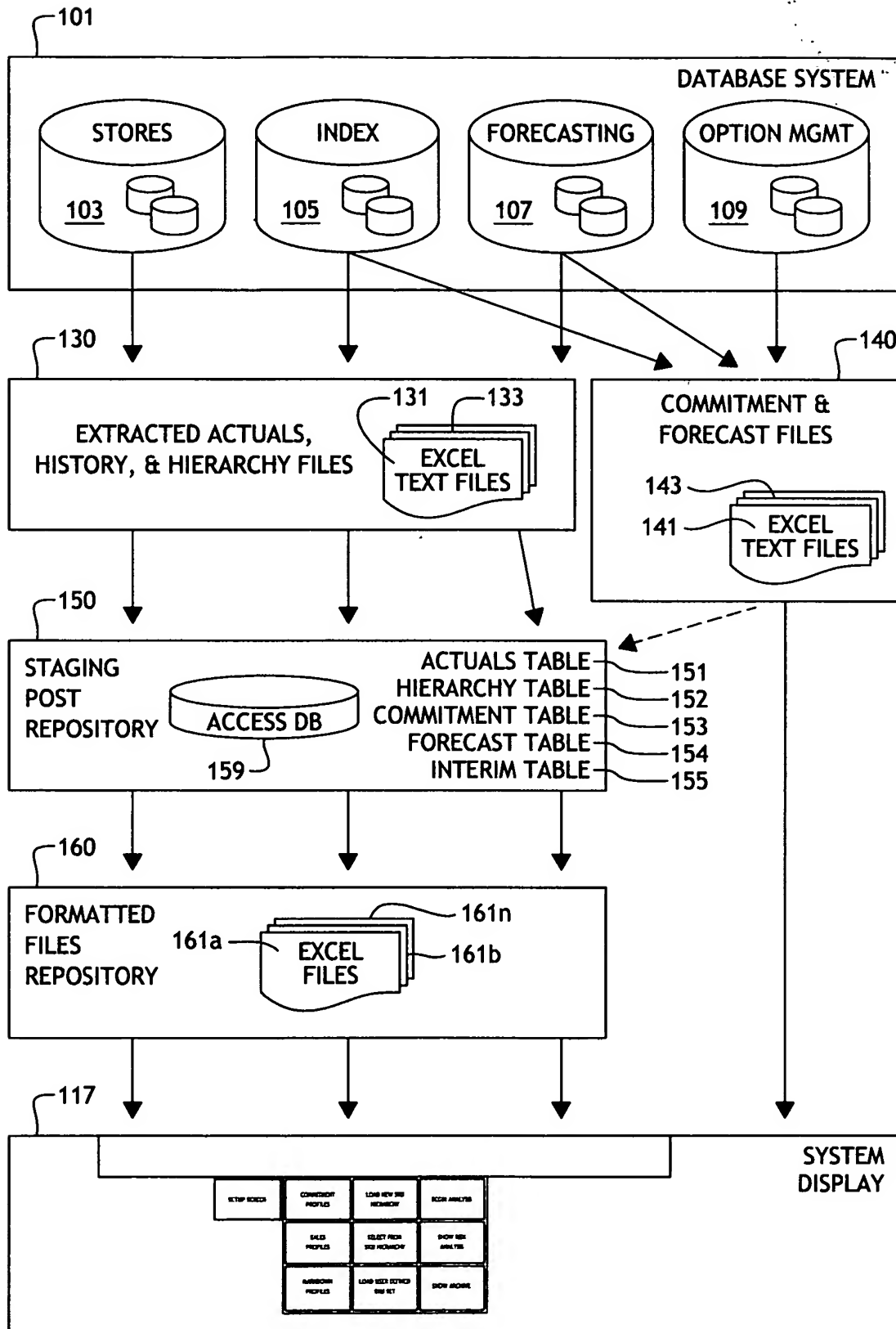
**Fig. 1**  
(PRIOR ART)





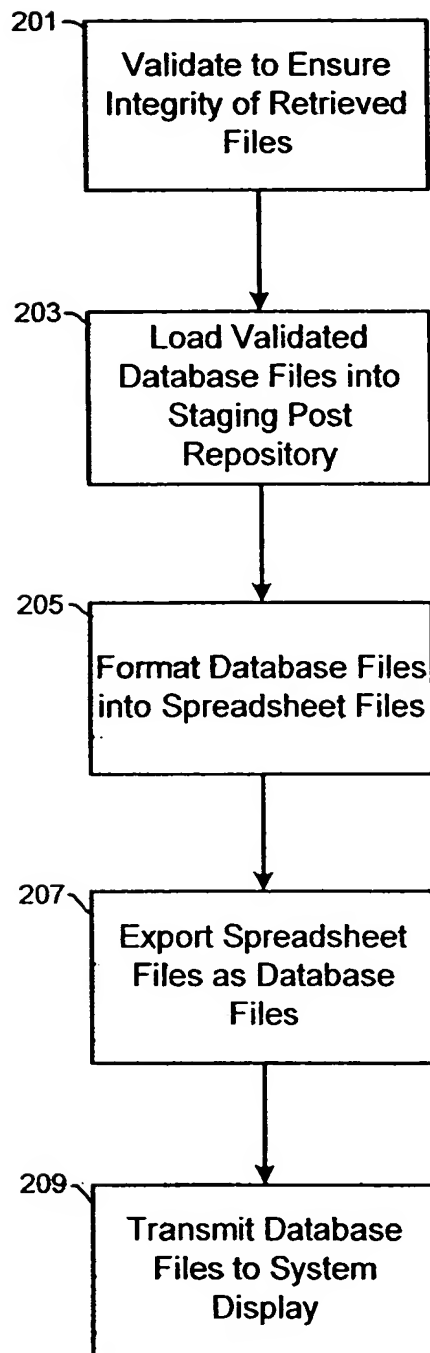
**Fig. 2**





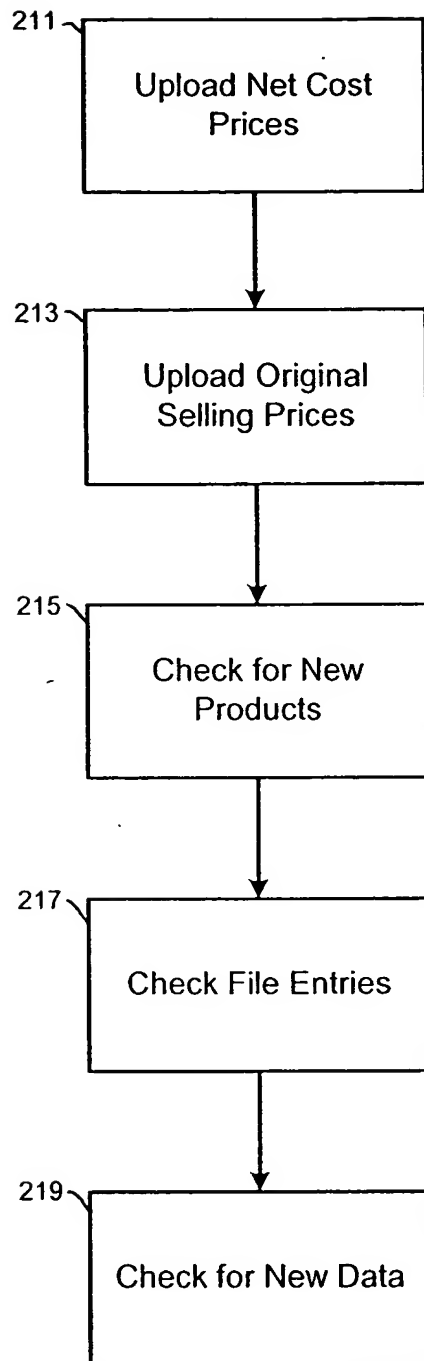
**Fig. 3**





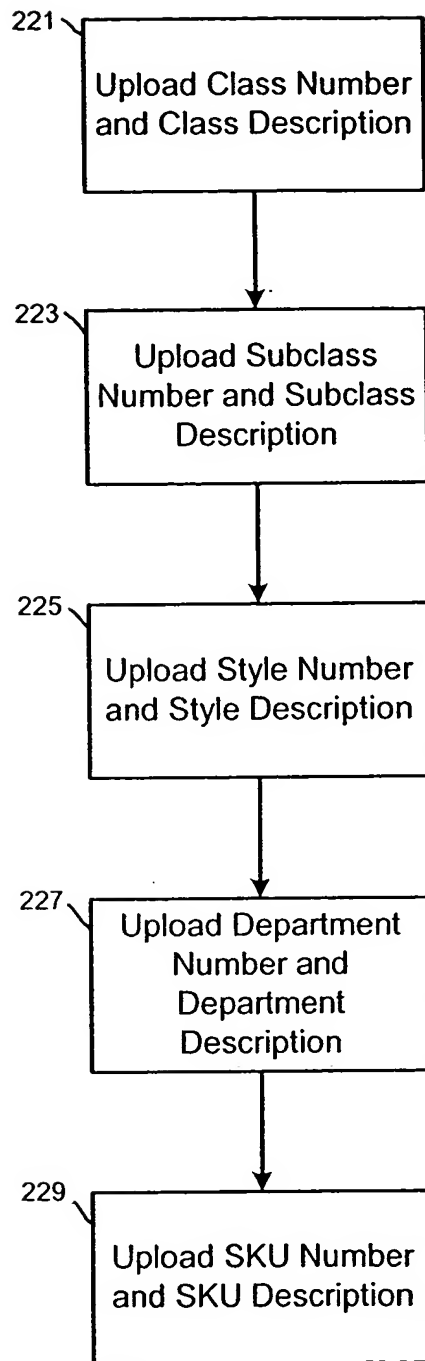
**Fig. 4**





**Fig. 5**





**Fig. 6**



## Hierarchy File

CLANUM : CLADES	SCLNUM : SCLDES	STYNUM : STYDES	OPTNUM : OPTDES	SKUNUM : SKUDES
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	55400137 CLASSIC ACRY CREW	20310562 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	55400137 CLASSIC ACRY CREW	20310563 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	55400137 CLASSIC ACRY CREW	20310564 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	554002201 CLASSIC ACRY CREW	20550767 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	554002201 CLASSIC ACRY CREW	20550768 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	554002201 CLASSIC ACRY CREW	20550769 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	55400954 CLASSIC ACRY CREW	20668082 CLASSIC ACRY CREW
507 JAMPERS	849 BASC ACRYLIC CREW	55400 CLASSIC ACRY CREW	55400954 CLASSIC ACRY CREW	20668083 CLASSIC ACRY CREW

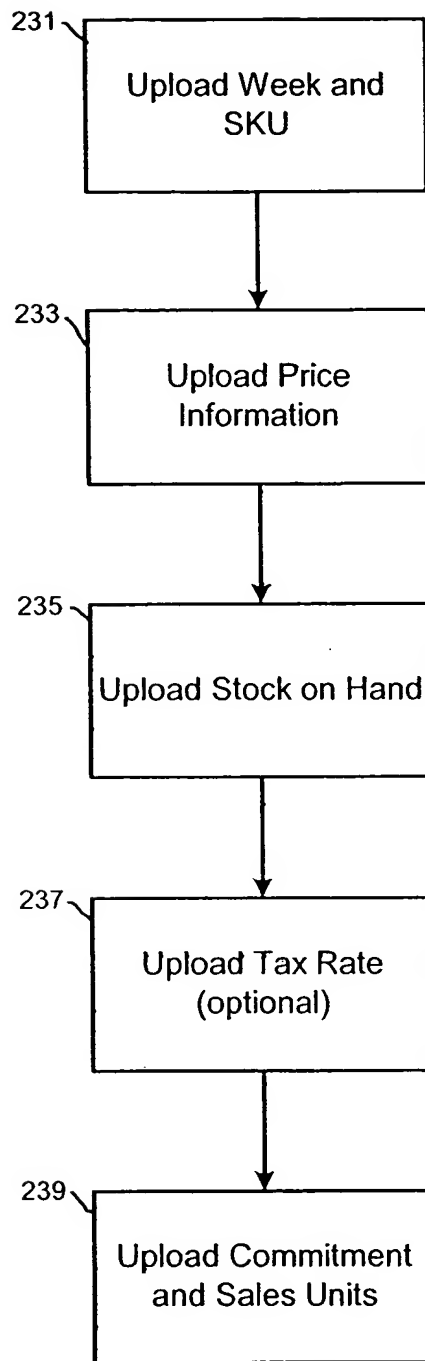
Fig. 7

## Actuals File

4 SKUNUM	COST	OSP	SOH	VAT	CONSTK	1	2	3	4	5	6...
20310562	5.8669	15	1679	17.5	250	421	343	203	119		
20310563	5.8669	15	1488	17.5	1068	418	432	233	137		
20310564	5.8669	15	1053	17.5	48	195	177	70	41		
20550767	4.6924	15	2143	17.5	341	452	393	181	106		
20550768	5.8669	15	2097	17.5	665	485	438	203	119		
20550769	5.8669	15	1251	17.5	523	153	161	51	30		
20668082	5.8264	15	1977	17.5	138	494	403	198	116		
20668083	5.8264	15	2044	17.5	76	574	450	244	144		

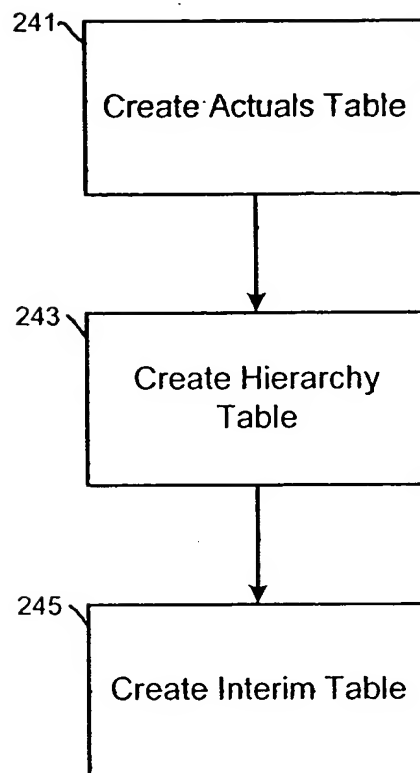
Fig. 9





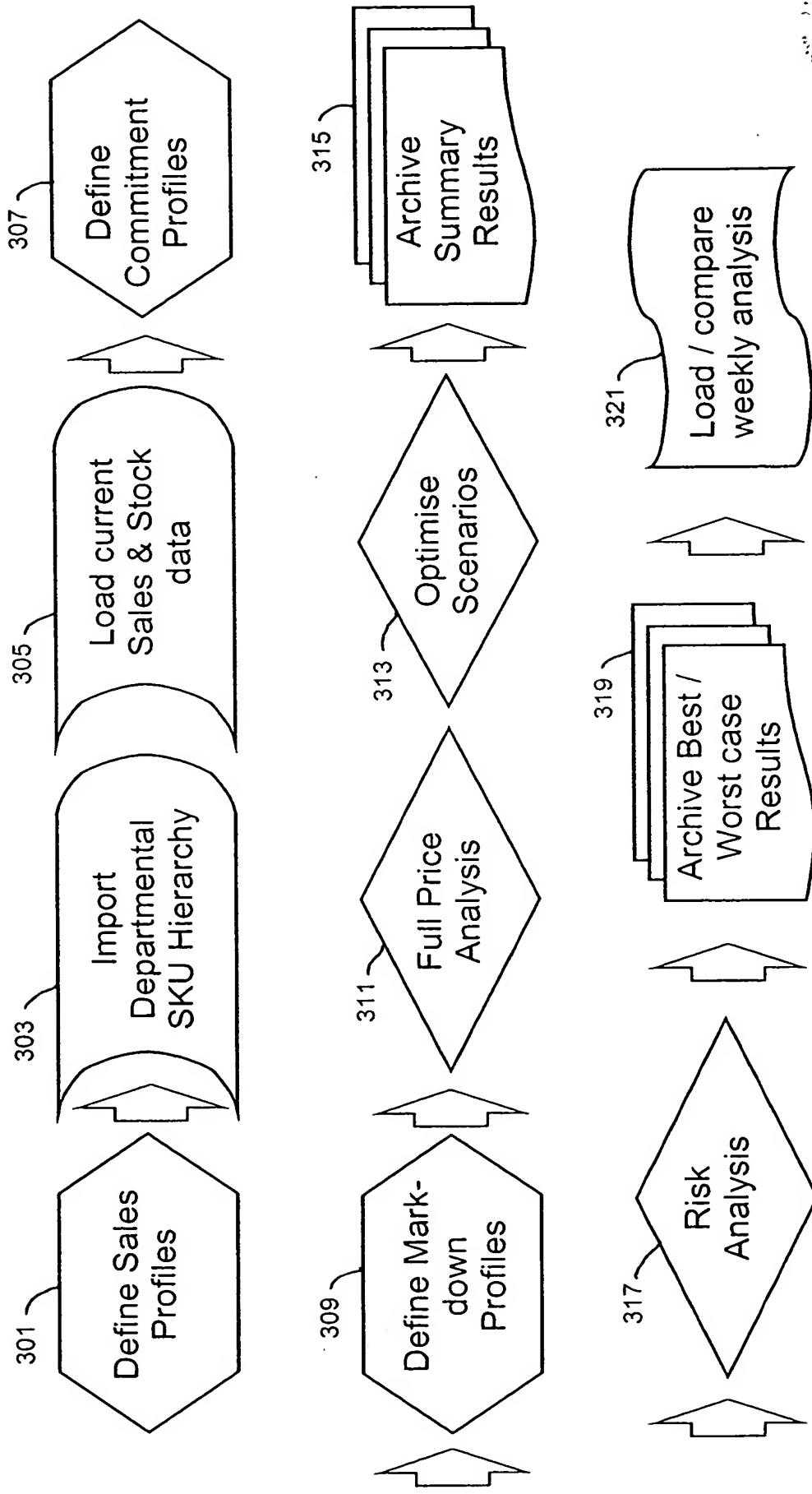
**Fig. 8**





**Fig. 10**





**Fig. 11**



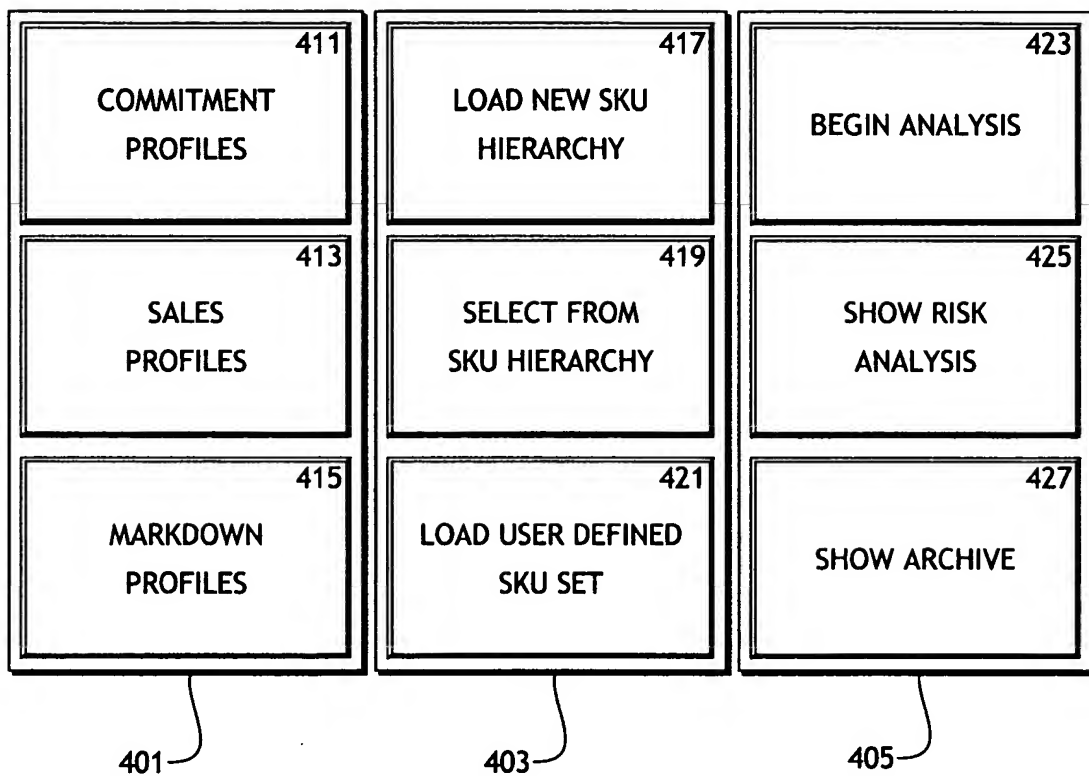


Fig. 12



SALES PROFILES												
NAME NUMBER	BASE CASE 1	TRICEP BAR 2	SKIPPING ROPE 3	AEROBIC WEIGHTS 4	CAST DISCS 5	ABDOMONI SER 6	EXERCISE MAT 7	HAND BARS 8	FISHING UMBRELLA 9	FREE WEIGHTS 10	RUCKSACK 11	FISHING NET 12
1	100	68.0	192.0	118.0	99.0	123.0	84.0	100.0	8.0	171.0	139.0	91.0
2	100	82.0	181.0	127.0	126.0	129.0	92.0	125.0	11.0	182.0	142.0	75.0
3	100	103.0	197.0	125.0	115.0	169.0	66.0	117.0	29.0	204.0	142.0	89.0
4	100	80.0	191.0	118.0	129.0	126.0	67.0	133.0	25.0	216.0	163.0	77.0
5	100	78.0	222.0	111.0	99.0	144.0	61.0	115.0	27.0	221.0	139.0	93.0
6	100	78.0	185.0	128.0	122.0	125.0	55.0	135.0	22.0	201.0	103.0	69.0
7	100	58.0	174.0	113.0	127.0	145.0	102.0	123.0	18.0	207.0	77.0	67.0
8	100	76.0	138.0	105.0	108.0	120.0	126.0	118.0	31.0	177.0	104.0	81.0
9	100	69.0	148.0	134.0	116.0	151.0	142.0	125.0	30.0	210.0	82.0	78.0
10	100	90.0	125.0	143.0	90.0	140.0	134.0	134.0	46.0	181.0	103.0	60.0
11	100	79.0	127.0	137.0	82.0	121.0	105.0	132.0	93.0	176.0	93.0	54.0
12	100	78.0	151.0	126.0	135.0	160.0	83.0	94.0	61.0	190.0	99.0	35.0
13	100	70.0	127.0	94.0	98.0	177.0	77.0	128.0	75.0	189.0	82.0	65.0
14	100	77.0	190.0	121.0	84.0	221.0	89.0	130.0	80.0	208.0	119.0	54.0
15	100	67.0	157.0	102.0	85.0	244.0	70.0	160.0	84.0	228.0	121.0	72.0
16	100	82.0	183.0	134.0	122.0	318.0	102.0	134.0	94.0	214.0	135.0	80.0
17	100	89.0	196.0	143.0	145.0	394.0	109.0	144.0	108.0		160.0	94.0
18	100	94.0	208.0	152.0	176.0	473.0	116.0	152.0	124.0	244.0	188.0	111.0
19	100	96.0	213.0	157.0	195.0	537.0	119.0	157.0	149.0	250.0	204.0	121.0
20	100	94.0	209.0	153.0	213.00	554.0	117.0	153.0	153.0	246.0	214.0	127.0
21	100	101.0	223.0	163.0	255.0	636.0	125.0	165.0	192.0	263.0	253.0	151.0
22	100	84.0	187.0	136.0	256.0	648.0	105.0	138.0	250.0	220.0	230.0	136.0
23	100	50.0	111.0	80.0	87.0	264.0	61.0	81.0	182.0	130.0	75.0	43.0
24	100	70.0	154.0	113.0	91.0	207.0	87.0	114.0	165.0	181.0	87.0	51.0
25	100	77.0	168.0	123.0	88.0	173.0	94.0	124.0	138.0	197.0	91.0	54.0
26	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
27	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
28	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Fig. 13



441	SELECT SKUS		442		443		444		447		449		440	
	CLASS	DESCRIPTION	SUB CLASS	SUB DESCRIPTION	NUMBER	STYLE	NUMBER	STYLE	OPTION	DESCRIPTION	NUMBER	SKU	DESCRIPTION	SKU
445	514	FOOD GIFTS	214	COOK SETS	351000	SIZZLER SE	351000	SIZZLER SE	NO	SIZZLER SET: NO COL:ONE SIZE	20988272			
	514	FOOD GIFTS	214	COOK SETS	351002	BOOK SETS	351002	BOOK SETS	INDIA	BOOK SETS:INDIAN:ONE SIZE	21019915			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351002	BOOK SETS	351002	BOOK SETS	FREN	BOOK SETS:FRENCH:ONE SIZE	21019913			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351002	BOOK SETS	351002	BOOK SETS	ITALI	BOOK SETS:ITALIAN:ONE SIZE	21019913			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351005	TORTILLA W	351005	TORTILLA W	WARM	TORTILLA WARMER:NO COL:ONE SIZE	20998781			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351006	BAMBOO S	351006	BAMBOO S	SATAY	BAMBOO SATAY SET:NO COL:ONE SIZE	20998937			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351007	CHINESE DI	351007	CHINESE DI	DIP SET	CHINESE DIP SET:NO COL:ONE SIZE	20998932			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351009	NIAAN SET	351009	NIAAN SET	NO CO	NAAN SET:NO COL:ONE SIZE	20998938			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351012	THAI TRAY	351012	THAI TRAY	NO C	THAI TRAY:NO COL:ONE SIZE	21003306			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351013	RICE STEA	351013	RICE STEA	STEAMER:N	RICE STEAMER:NO COL:ONE SIZE	20998934			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351014	GARLIC BO	351014	GARLIC BO	BOOK SE	GARLIC BOOK SET:NO COL:ONE SIZE	21003302			
514	FOOD GIFTS	214	COOK SETS	COOK SETS	351154	CIABATTA	351154	CIABATTA	SET:N	CIABATTA SET:NO COLOUR:NO SIZE	20875492			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351100	CHILLI HOT	351100	CHILLI HOT	SAU	CHILLI HOT SAUCE:NO COL:ONE SIZE	20998947			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351101	DOCTOR SC	351101	DOCTOR SC	SCARY	DOCTOR SCARY PICKLES:NO COL:ONE SIZE	20998948			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351102	BEER SOUF	351102	BEER SOUF	NO C	BEER SOUP:NO COL:ONE SIZE	20998949			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351103	FRIDAY NIG	351103	FRIDAY NIG	C	FRIDAY NIGHT CURRY:NO COL:ONE SIZE	20998951			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351104	KILLER CHIL	351104	KILLER CHIL	N	KILLER CHILLI:NO COL:ONE SIZE	20998952			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351105	COWBOY BI	351105	COWBOY BI	S	COWBOY BEAN SOUP:NO COL:ONE SIZE	20998960			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351106	WINE PIZZA	351106	WINE PIZZA	NO	WINE PIZZA:NO COL:ONE SIZE	20998961			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351107	MEGA COFI	351107	MEGA COFI	N	MEGA COFFEE:NO COL:ONE SIZE	20998962			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351108	DRINK MIX	351108	DRINK MIX	NO C	DRINK MIX:NO COL:ONE SIZE	20998963			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351109	DRINK MIX	351109	DRINK MIX	B MA	DRINK MIX:B MARY:ONE SIZE	21042549			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351110	HOT TOMA	351110	HOT TOMA	NO	HOT TOMATOE SAUCE:NO COL:ONE SIZE	20998965			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351111	CHILLIBEEF	351111	CHILLIBEEF	& N	CHILLI BEER & NUTS:NO COL:ONE SIZE	21009048			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351112	BREAKFAS	351112	BREAKFAS	CER	BREAKFAST CEREAL:NO COL:ONE SIZE	21070258			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351113	SAUCE-CHI	351113	SAUCE-CHI	CHICKEN:	SAUCE CHICKEN:NO COL:ONE SIZE	21020260			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351114	SAUCE-BUF	351114	SAUCE-BUF	BURGER:	SAUCE BURGER:NO COL:ONE SIZE	21020262			
514	FOOD GIFTS	610	CANT COOK	CANT COOK	351258	CHILLI HOT	351258	CHILLI HOT	SAU	CHILLI HOT SAUCE:NO COL:ONE SIZE	20875546			
514	FOOD GIFTS	611	UMBRIA	UMBRIA	351201	SALAD DRE	351201	SALAD DRE	NO	SALAD DRESSING KIT:NO COL:ONE SIZE	20998966			
514	FOOD GIFTS	611	UMBRIA	UMBRIA	351202	OIL & VINEG	351202	OIL & VINEG	RACK:	OIL & VINEGAR RACK:NO COL:ONE SIZE	20998967			
514	FOOD GIFTS	611	UMBRIA	UMBRIA	351203	OLIVES & DI	351203	OLIVES & DI	S	OLIVES & DISH SET:NO COL:ONE SIZE	20996968			
514	FOOD GIFTS	611	UMBRIA	UMBRIA	351204	ITALIAN BA	351204	ITALIAN BA	BASKET:	ITALIAN BASKET:NO COL:ONE SIZE	20996969			
514	FOOD GIFTS	611	UMBRIA	UMBRIA	351205	SPAGHETT	351205	SPAGHETT	JAR:	SPAGHETTI JAR:NO COL:ONE SIZE	20988970			
514	FOOD GIFTS	611	UMBRIA	UMBRIA	351206	LAYERED P	351206	LAYERED P	PULSES	LAYERED PULSES:TALL:ONE SIZE	21000157			

Fig. 14



450

BASE ANALYSIS				TAKEN FROM HIERARCHY														
ANALYSIS FUNCTIONS		SORT OPTIONS		LEVEL UP LEVEL DOWN		BACK		NET COST (UNIT)	OSP (UNIT)	VAT (%)	S.O.H. (UNITS)	SALES ADJUSTED ACTUALS	CONTRACTED STOCK (INC SOO)	PROFILES		OPTION 1	OPTION 2	OPTION 3
SKU NUMBER	SKU DESCRIPTION																	
20988272	SIZZLER SET: NO COL:NO SIZE			6.32	12.00	14.0	2060	1080.4	932			11			RE-BUY	PROFILE	OPTION 3	
21019915	BOOK SETS:INDIAN:ONE SIZE			3.77	7.00	0.0	6738	282.9	297			11			RE-BUY	PROFILE	OPTION 3	
21019914	BOOK SETS:FRENCH:ONE SIZE			3.77	7.00	0.0	3079	212.8	205			11			RE-BUY	PROFILE	OPTION 3	
21019913	BOOK SETS:ITALIAN:ONE SIZE			3.77	7.00	0.0	3939	327.6	320			11			RE-BUY	PROFILE	OPTION 3	
20998781	TORTILLA WARMER:NO COL:ONE SIZE			7.30	14.00	11.0	1029	292.2	278			11			RE-BUY	PROFILE	OPTION 3	
20998937	BAMBOO SATAY SET:NO COL:ONE SIZE			4.12	8.00	9.2	1019	156.2	186			11			RE-BUY	PROFILE	OPTION 3	
20998932	CHINESE DIP SET:NO COL:ONE SIZE			6.02	10.00	17.5	2335	266.5	348			11			RE-BUY	PROFILE	OPTION 3	
20998838	NAAN SET:NO COL:ONE SIZE			6.27	12.00	10.0	736	72.6	74			11			RE-BUY	PROFILE	OPTION 3	
21003306	THAI TRAY:NO COL:ONE SIZE			7.55	15.00	9.1	1359	204.8	206			11			RE-BUY	PROFILE	OPTION 3	
20998934	RICE STEAMER:NO COL:ONE SIZE			6.86	12.00	15.0	1016	323.6	379			11			RE-BUY	PROFILE	OPTION 3	
21003302	GARLIC BOOK SET:NO COL:ONE SIZE			4.82	9.00	0.0	3103	434.7	394			11			RE-BUY	PROFILE	OPTION 3	
20875492	CIABATTA SET:NO COLOUR:NO SIZE			6.45	12.00	0.0	170	8.1	0			11			RE-BUY	PROFILE	OPTION 3	

451

453

455

457

Fig. 15



467

460

OPTIONS	LEVEL UP LEVEL DOWN		BACK	WEEKLY SALE		WEEK 14	WEEK 15	WEEK 16	WEEK 17	WEEK 18	WEEK 19	WEEK 20	WEEK 21	WEEK 22	WEEK 23	WEEK 24
				SALES PROFILE	RE-BUY PROFILE											
20988272	SIZZLER SET: NO COL:NO S			11	1	3500					1262	1405	1605	1802	1527	136
21019915	BOOK SETS:INDIAN:ONE SIZ			11	5						568	581	390	438	1189	93
21019914	BOOK SETS:FRENCH:ONE SI			11	5						460	470	316	355	962	75
21019913	BOOK SETS:ITALIAN:ONE SI			11	5						708	724	487	547	1481	116
20988781	TORTILLA WARMER:NO CO			11	5						341	380	434	487	413	37
20988937	BAMBOO SATAY SET:NO CO			11	1						182	203	232	261	221	20
20988932	CHINESE DIP SET:NO COL:O			11	1						311	347	396	445	377	34
20988838	NAAN SET:NO COL:ONE SIZ			11	1						85	94	108	121	103	9
21003306	THAI TRAY:NO COL:ONE SI			11	1						239	266	304	234	289	26
20988934	RICE STEAMER:NO COL:ON			11	1	1500					378	421	481	540	457	41
21003302	GARLIC BOOK SET:NO COL			11	1						508	565	646	725	614	55
20875492	CIABATTA SET:NO COLOUR			11	1						9	10	12	13	11	1

463

465

461

Fig. 16



SALES PROFILES												
NAME NUMBER	TEST 1	TRICEP BAR 2	SKIPPING ROPE 3	AEROBIC WEIGHTS 4	CAST DISCS 5	ABDOMONI SER 6	EXERCISE MAT 7	HAND BARS 8	FISHING UMBRELLA 9	FREE WEIGHTS 10	RUCKSACK 11	FISHING NET 12
1	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
14	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
15	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
16	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
17	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
19	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
20	0	0.0	0.0	0.0	0.0	0.0	0.0	430.0	700.0	0.0	270.0	0.0
21	0	0.0	0.0	0.0	1610.0	0.0	0.0	0.0	0.0	0.0	0.0	760.0
22	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
23	0	430.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
24	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
25	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
26	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
27	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
28	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Fig. 17



NAME NUMBER FIXED COST TYPE	MARKDOWN PROFILE											
	FULL PRICE 1				PROMOTION 2				CLEARANCE 3			
	PRICE (-VE)	SALES (+VE)	SCM?		PRICE (-VE)	SALES (+VE)	SCM?		PRICE (-VE)	SALES (+VE)	SCM?	
1	0	0			0	0			0	0		
2	0	0			0	0			0	0		
3	0	0			0	0			0	0		
4	0	0			0	0			0	0		
5	0	0			5	10			0	0		
6	0	0			0	0			0	0		
7	0	0			10	13			0	0		
8	0	0			0	0			0	0		
9	0	0			15	15			0	0		
10	0	0			0	0			0	0		
11	0	0			20	18			0	0		
12	0	0			0	0			0	0		
13	0	0			0	0			0	0		
14	0	0			0	0			0	0		
15	0	0			0	0			0	0		
16	0	0			0	0			0	0		
17	0	0			0	0			0	0		
18	0	0			0	0			0	0		
19	0	0			20	18	Y		0	50		
20	0	0			20	18			50	50		
21	0	0			0	0			50	50		
22	0	0			0	0			50	50		
23	0	0			0	0			50	50		
24	0	0			0	0			50	50		
25	0	0			0	0			0	0		
26	0	0			0	0			0	0		
27	0	0			0	0			0	0		
28	0	0			0	0			0	0		

Fig. 18



ANALYSIS FUNCTIONS		SORT OPTIONS		LEVEL UP LEVEL DOWN		BACK		511		513		515		520															
SKU NUMBER		SKU DESCRIPTION		OPTION 1		OPTION 2		OPTION 3		SALES @ OSP		MARKDOWN /REPRICE COST		ACTUAL SALES INC VAT		NET COST PRICE VALUE		PROFIT POST MARKDOWN		UNITS SOLD		RESIDUAL STOCK		CLEARANCE MARKDOWN IN STOCK		TOTAL STOCK DEFICIT			
				PROFILE		PROFILE		PROFILE		£222,335		£0		£222,335		£119,225		£85,774		21,678		14,349		£0		4,403			
20988272	SIZZLER SET: NO COL:NO		1	0	2	1200	3	2400	53520	0	53520	28172	18775	4460	0	0	0	0	0	0	3.277								
21019915	BOOK SETS:INDIAN:ONE		1	0	2	1362	3	2624	13176	0	13176	7099	6077	1882	4580	0	0	0	0	0									
21019914	BOOK SETS:FRENCH:ONE		1	0	2	6195	3	1289	10668	0	10668	5748	4920	1524	2794	0	0	0	0	0									
21019913	BOOK SETS:ITALIAN:ONE		1	0	2	12615	3	2523	16422	0	16422	8848	7574	2346	4116	0	0	0	0	0									
20998781	TORTILLA WARMER:NO C		1	0	2	834	3	1788	29291	0	29291	15283	11105	2092	725	0	0	0	0	0									
20998937	BAMBOO SATAY SET:NO		1	0	2	351	3	702	8948	0	8948	4606	3588	1118	603	0	0	0	0	0									
20998932	CHINESE DIP SET:NO COL		1	0	2	72	3	144	19083	0	19083	11479	4762	1908	571	0	0	0	0	0									
20998838	NAAN SET:NO COL:ONE S		1	0	2	655	3	131	6241	0	6241	3260	2414	520	347	0	0	0	0	0									
21003306	THAI TRAY:NO COL:ONE		1	0	2	123	3	246	22000	0	22000	11074	9031	1467	138	0	0	0	0	0									
20998934	RICE STEAMER:NO COL:O		1	0	2	87	3	174	14280	0	14280	8279																	
21003302	GARLIC BOOK SET:NO CO		1	0	2	1865	3	376	28013	0	28013																		
20875492	CIABATTA SET:NO COLOU		1	0	2	100	3	200	692	0	692																		
503		505		511a		511b		513a		515a		515b		521		523		525		527		529							
				511a		511b		513a		515a		515b		521		523													
				511a		511b		513a		515a		515b		521		523													
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				511a		511b		513a		515a		515b		521		523													



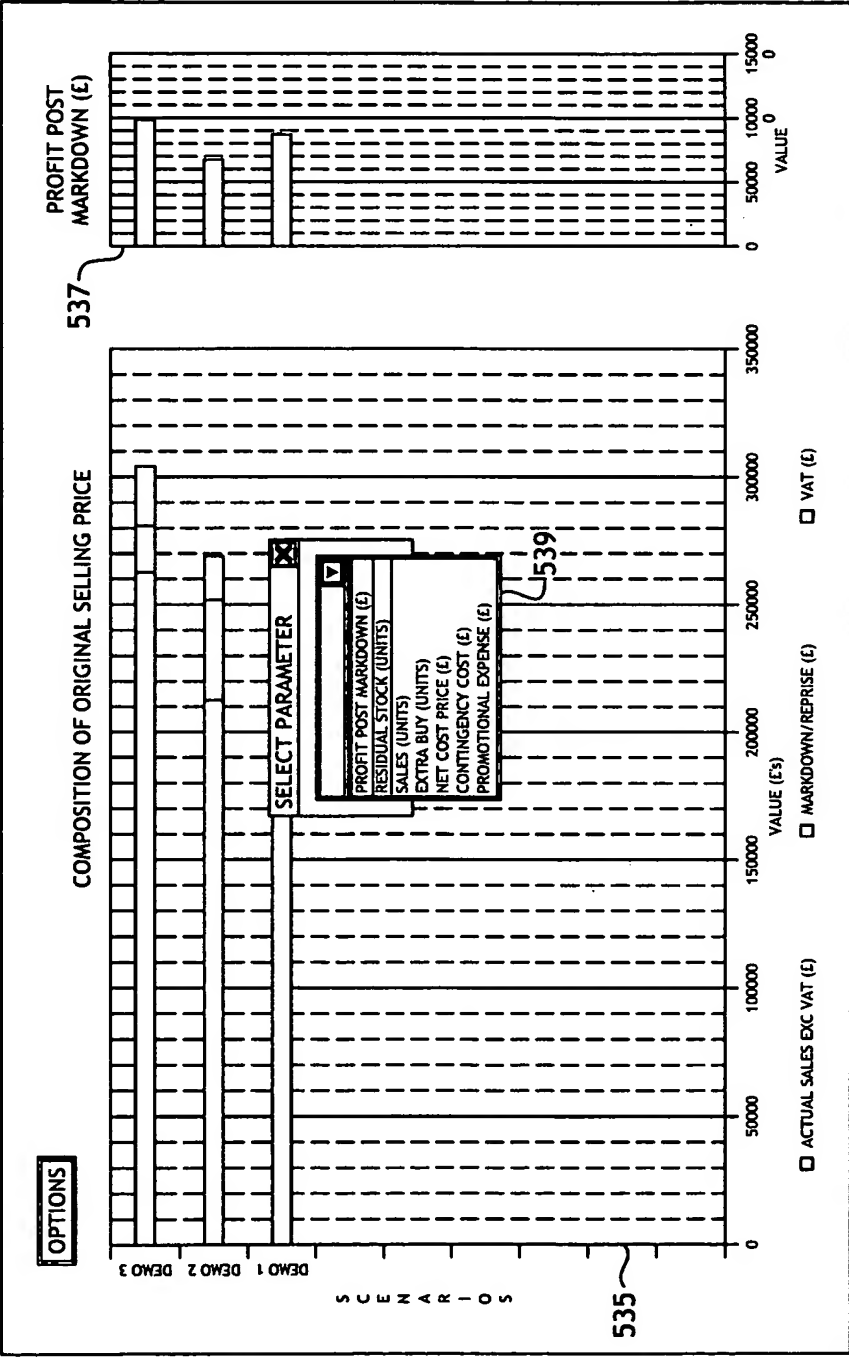


Fig. 20



550

553

551

ANALYSIS FUNCTIONS	SORT OPTIONS	LEVEL UP LEVEL DOWN		BACK	RISK ANALYSIS										<div style="display: flex; justify-content: space-around;"> <div>←</div> <div>→</div> </div>	
		COMMIT -MENT	PROFILES		SALES	OPTION 1 RE-BUY PROFILE	OPTION 2 RE-BUY PROFILE	OPTION 3 RE-BUY PROFILE	SALES RISK		MARKDOWN RISK		ACTUAL SALES INC VAT	PROFIT POST MARKDOWN		
SKU NUMBER	SKU DESCRIPTION															
20988272	SIZZLER SET: NO COL:NO SIZE	0	11	1	0	2	1	3500								
21019915	BOOK SETS:INDIAN:ONE SIZE	0	11	1	0	2	5									
21019914	BOOK SETS:FRENCH:ONE SIZE	0	11	1	0	2	5									
21019913	BOOK SETS:ITALIAN:ONE SIZE	0	11	1	0	2	5									
20998781	TORTILLA WARMER:NO COL:ONE SIZE	0	11	1	0	2	1									
20998937	BAMBOO SATAY SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20998932	CHINESE DIP SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20998838	NAAN SET:NO COL:ONE SIZE	0	11	1	0	2	1									
21003306	THAI TRAY:NO COL:ONE SIZE	0	11	1	0	2	1									
20998934	RICE STEAMER:NO COL:ONE SIZE	0	11	1	0	2	1									
21003302	GARLIC BOOK SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20875492	CIABATTA SET:NO COLOUR:NO SIZE	0	11	1	0	2	1									

RISK ANALYSIS CONTROL
✕

MARKDOWN

STOCK

SALES

PERFORM RISK ANALYSIS

DONE

Fig. 21



ANALYSIS FUNCTIONS	SORT OPTIONS	LEVEL UP LEVEL DOWN		BACK	RISK ANALYSIS										↔	
		SORTED AS IMPORTED										↔	↔			
SKU NUMBER	SKU DESCRIPTION	PROFILES		OPTION 1	OPTION 2	OPTION 3	SALES RISK		MARKDOWN RISK		ACTUAL SALES INC VAT	PROFIT POST MARKDOWN	WORST CASE UNITS SOLD			
		COMMIT -MENT	SALES	RE-BUY PROFILE	RE-BUY PROFILE	RE-BUY PROFILE	WORST (-%)	BEST (+%)	WORST (-%)	BEST (+%)	£0	£0	0			
20988272	SIZZLER SET: NO COL:NO SIZE	0	11	1	0	2	1	3500								
21019915	BOOK SETS:INDIAN:ONE SIZE	0	11	1	0	2	1	5								
21019914	BOOK SETS:FRENCH:ONE SIZE	0	11	1	0	2	5									
21019913	BOOK SETS:ITALIAN:ONE SIZE	0	11	1	0	2	5									
20998781	TORTILLA WARMER:NO COL:ONE SIZE	0	11	1	0	2	1									
20998937	BAMBOO SATAY SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20998932	CHINESE DIP SET:NO COL:ONE SIZE	0	11	1	0	2										
20998838	NAAN SET:NO COL:ONE SIZE	0	11	1	0	2										
21003306	THAI TRAY:NO COL:ONE SIZE	0	11	1	0	2										
20998934	RICE STEAMER:NO COL:ONE SIZE	0	11	1	0	2										
21003302	GARLIC BOOK SET:NO COL:ONE SIZE	0	11	1	0	2										
20875492	CIABATTA SET:NO COLOUR:NO SIZE	0	11	1	0	2										

**RISK ANALYSIS**

ERROR TEST

SALES (%)      UPLIFT (%)

WORST      BEST      WORST      BEST

20      10      20      10

OK      CANCEL

555

**Fig. 22**



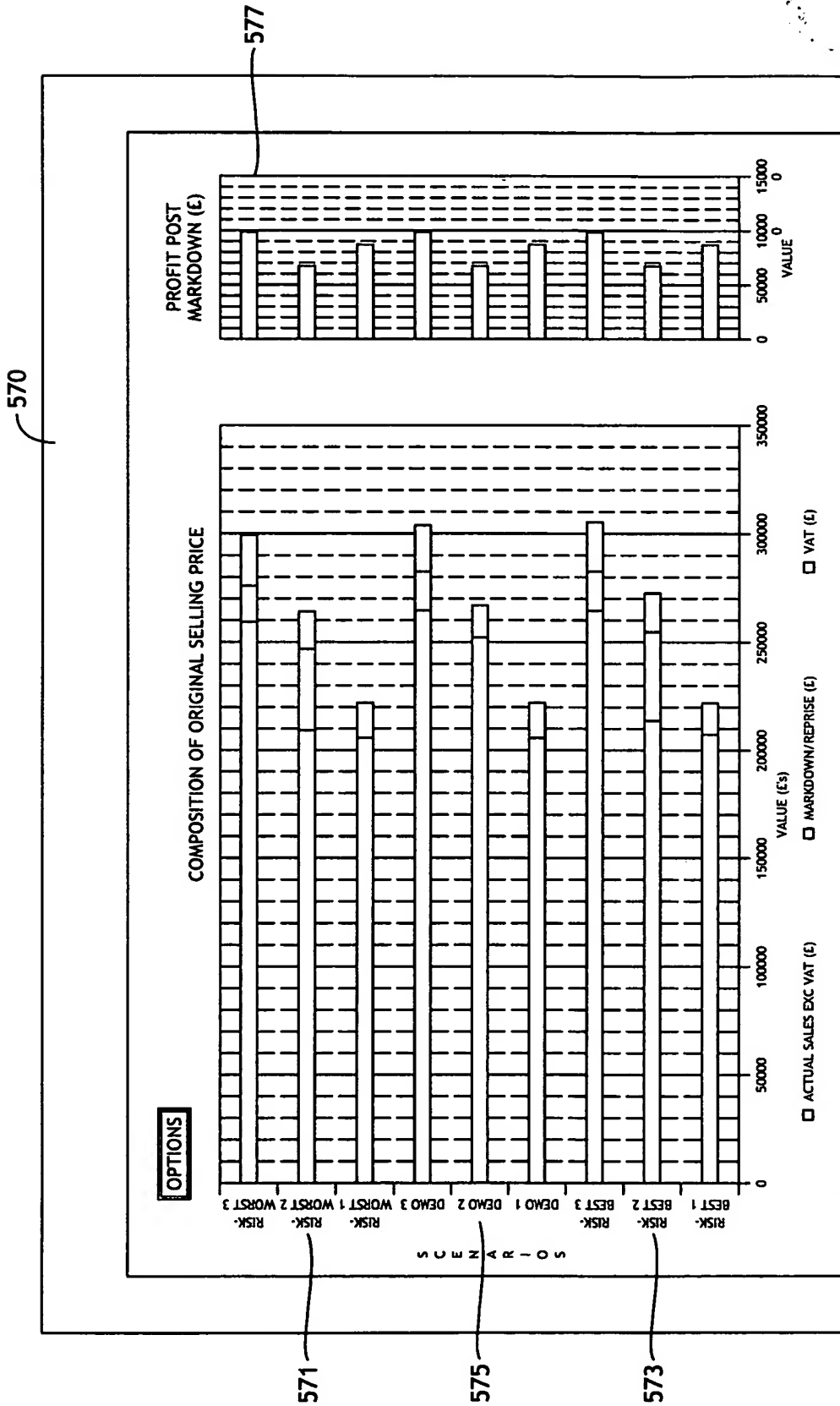




OPTIONS	SCENARIOS	DEMO			DEMO			RISK-WORST			RISK-BEST		
		1	2	3	1	2	3	1	2	3	1	2	3
OSP	ORIGINAL SELLING PRICE (£)	222335	269689	304633	222335	269689	304633	222335	264458	298741	222335	272305	307578
MARKDOWN	MARKDOWN/REPRICE (£)	0	40285	18622	0	40285	18622	0	37669	16318	0	41593	19773
REPRICE	MARKDOWN/REPRICE (% OSP)	0.0	14.9	6.1	0.0	14.9	6.1	0.0	14.2	5.5	0.0	15.3	6.4
ACTUAL SALES	ACTUAL SALES INC VAT (£)	222335	229404	286011	222335	229404	286011	222335	226789	282424	222335	230712	287805
	ACTUAL SALES INC VAT (% OSP)	100.0	85.1	93.9	100.0	85.1	93.9	100.0	85.8	94.5	100.0	84.7	93.6
	VAT (£)	17336	17702	23929	17336	17702	23929	17336	17640	23929	17336	17733	23929
	ACTUAL SALES EXC VAT (£)	204999	211702	262082	204999	211702	262082	204999	209148	258495	204999	212979	263876
COST	ACTUAL SALES EXC VAT (% OSP)	100.0	84.8	93.4	100.0	84.8	93.4	100.0	85.5	94.1	100.0	84.4	93.0
	NET COST PRICE (£)	119225	144692	163633	119225	144692	163633	119225	141903	160459	119225	146086	165221
	NET COST PRICE (% OSP)	58.2	57.9	58.3	58.2	57.9	58.3	58.2	58.0	58.4	58.2	57.9	58.2
	CONTINGENCY COST (£)												
PROFIT	PROMOTIONAL EXPENSE (£)	0	0	0	0	0	0	0	0	0	0	0	0
	PROFIT POST MARKDOWN (£)	85774	67010	98449	85774	67010	98449	85774	67245	98036	85774	66893	98656
	PROFIT POST MARKDOWN (% OSP)	42	27	35	42	27	35	42	27	36	42	27	35
	CLEARANCE MARKDOWN IN STOCK (£)	0	0	0	0	0	0	0	0	0	0	0	0
UNITS	BUYING MARGIN (%)	41.8	42.1	41.7	41.8	42.1	41.7	41.8	42.0	41.6	41.8	42.1	41.8
	SALES (UNITS)	21678	26945	30290	21678	26945	30290	21678	26251	29448	21678	27292	30711
	RESIDUAL STOCK (UNITS)	14349	9082	10737	14349	9082	10737	14349	9776	11579	14349	8735	10316
	WEEKS	7	7	7	7	7	7	7	7	7	7	7	7
SCENARIO PARAMETERS	EXTRA BUY (UNITS)	0	0	5000	0	0	5000	0	0	5000	0	0	5000
	MOST FREQUENT PROFILE (NUMBER)	1	2	1	1	2	1	1	0	5000	1	0	5000
	MOST FREQUENT PROFILE (NAME)	BASE CASE CLEAR P BASE CASE			BASE CASE CLEAR P BASE CASE			1 BASE CASE BASE CASE			1 BASE CASE BASE CASE		
	% OF SKUs APPLIED TO	100	100	75	100	100	75	75	0	0	75	0	0
		BASE CASE CLEAR P BASE CASE			BEST CASE OPT 3 ED AS IMPORTED			BEST CASE OPT 3 ED AS IMPORTED			BEST CASE OPT 3 ED AS IMPORTED		

Fig. 24





**Fig. 25**



[illegible]

**Fig. 26**

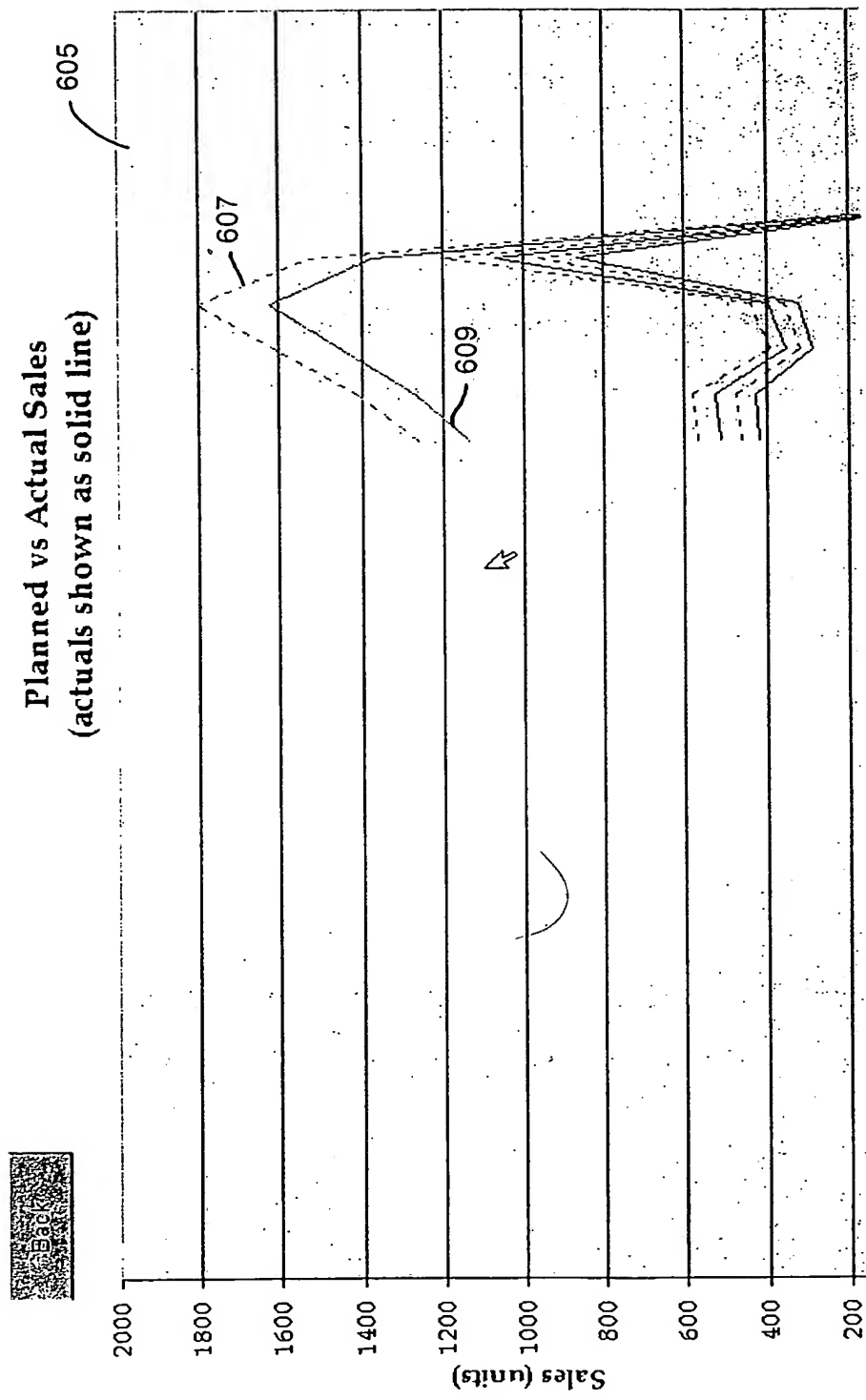


BACK	WEEKLY SALE						<div><div>↕</div><div>↕</div></div>																								
	SALES PROFILE		PROFILE		RE-BUY		WEEK 11WEEK 12WEEK 13WEEK 14WEEK 15WEEK 16WEEK 17WEEK 18WEEK 19WEEK 20WEEK 21WEEK 22WEEK 23WEEK 24WEEK 25																								
OL:NO S	11	1	3500	<div><div>OPTIONS</div><div><div><input type="radio"/> IMPORT WEEKLY ACTUALS</div><div><input checked="" type="radio"/> PLOT WEEKLY COMPARISON</div></div><div><div>OK</div><div>CANCEL</div></div></div>																						1262	1405	1605	1802	1672	136
:ONE SIZ	11	5																								1135	1264	1444	1622	1374	123
H:ONE SI	11	5																								568	581	390	438	1189	93
N:ONE SI	11	5																								511	523	351	395	1070	83
:NO CO	11	5																								460	470	316	355	962	75
T:NO CO	11	1																								414	423	286	320	866	68
O COL:O	11	1																								708	724	487	547	1481	116
:ONE SIZ	11	1																								637	652	438	492	1333	104
:ONE SI	11	1																								341	380	434	487	413	37
COL:ON	11	1	1500																							307	342	391	439	372	33
NO COL	11	1																								182	203	232	261	221	20
COLOUR	11	1																								164	183	209	234	199	18
																										311	347	396	445	377	34
																										280	312	356	400	338	30
																										85	94	108	121	103	9
																										76	85	97	109	92	8
																										239	266	304	234	288	26
																										215	240	274	307	260	23
																										378	421	481	540	457	41
																										340	379	433	486	411	37
																										508	565	646	725	614	55
																										457	509	581	653	553	49
																										9	10	12	13	11	1
																										8	9	11	12	10	1

☒ IMPORT WEEKLY ACTUALS
 ☐ PLOT WEEKLY COMPARISON

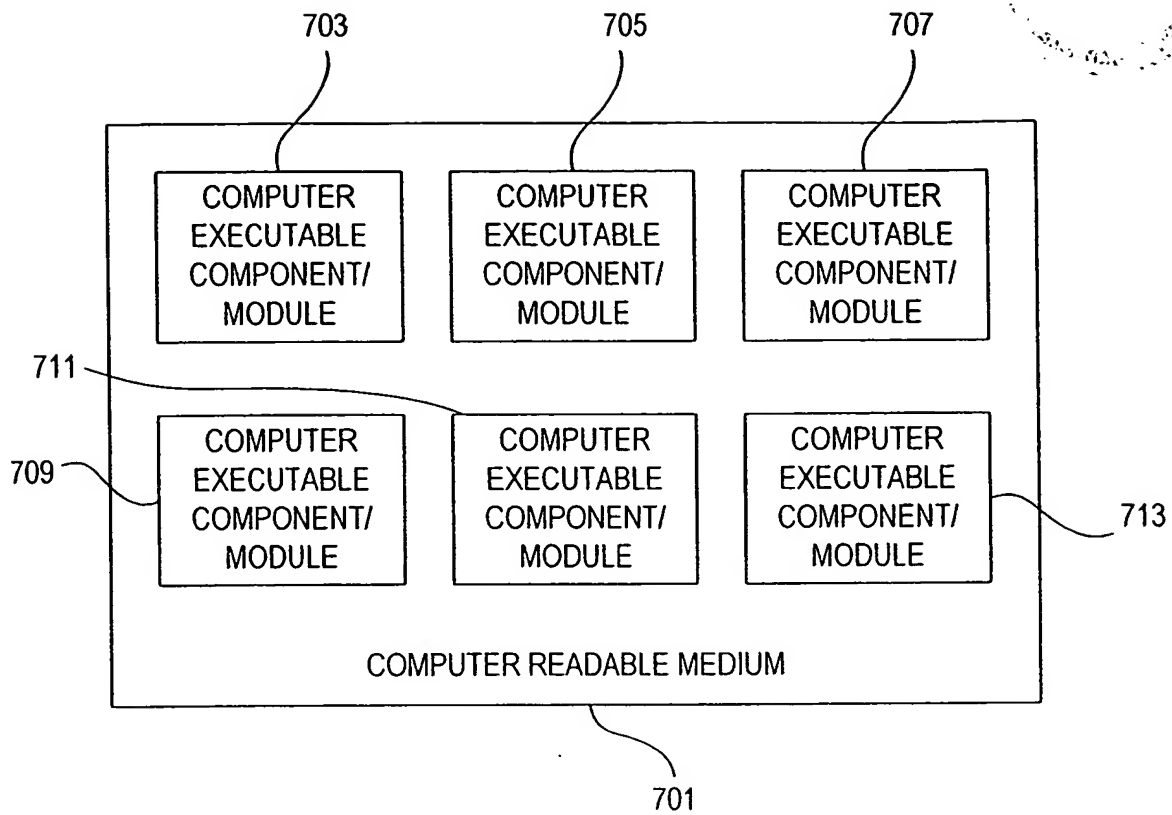
Fig. 27





**Fig. 28**





**FIG. 29**